

**City of Milpitas  
Economic Development Commission  
Monday, April 11, 2005**

**APPROVED MINUTES**

**I. Flag Salute**

Chairman Dhaval Brahmbhatt called the meeting to order at 6:00 p.m. and led the Pledge of Allegiance.

**II. Roll**

Commissioners Present:

Dhaval Brahmbhatt

Frank DeSmidt

Ray Maglalang

Diane McDonough

Tomo Tuong Nguyen (Alt. No. 1)

Donald Peoples

Charlene Tsao (Alt. No. 2)

Commissioners Absent: Vincent Songcayawon

Council Liaison: Mayor Jose Esteves

City Staff Present: Samu Tiumalu, Cindy Maxwell

**III. Announcements**

Chairman Brahmbhatt noted the Commissioner's Recognition Dinner listed on the agenda. He also reported that there would be a nanotechnology committee meeting next week. Commissioner Peoples reported that the City Council approved continuing the study of the Transit Area Plan and described the project's importance to the City. The Commission discussed project concepts that will be reviewed by the Planning Commission.

Vice Chair DeSmidt reported the sign ordinance item at the City Council was continued to get more information on conflict of interest. Mayor Jose Esteves noted that the conflict of interest opinion from the City Attorney might apply to himself and to members of the Commission who are involved in the real estate industry. The Mayor also reported on City Council action regarding the ethics program, Library Subcommittee review of the west parking garage and incorporation of a banquet facility. Lastly, the Mayor announced Karl Black's resignation from the Commission and noted that a new representative of the school district was needed for the Commission. Vice Chair DeSmidt briefed the Commission on Congressman Mike Honda's visit to the Rotary Club. He noted that the Congressman suggested the City formally indicate to his office its interest in developing a nanotechnology center.

**IV. Presentations**

Mayor Esteves presented to Commissioners commendations for service in 2004.

Linda Arbaugh, Milpitas Librarian, distributed information and answered questions regarding the proposed ballot measures to provide a parcel tax to fund library operations. She also described how volunteers could help the campaign. Vice Chair DeSmidt announced that the Chamber of Commerce supports both measures A and B.

## **V. Citizens Forum**

Ray Maglalang, Lassen Avenue, inquired about the status of an August 2004 letter from the water district asking for a joint meeting with the City Council to discuss matters of mutual interest. The Chair asked staff to investigate the status of the request.

## **VI. Agenda**

Maxwell suggested that agenda item no. 3 (city parade) be moved up on the agenda.

**Motion** to approve the agenda with the change suggested by staff. M/S: Peoples/DeSmidt  
Ayes: All            Noes: None            Absent: Songcayawon

## **VII. Minutes**

It was noted that the minutes from the previous meeting were not ready yet.

## **VIII. New Business**

### **3. City Parade**

Samu Tiernala, Recreation Department, distributed flyers and described the Taste of Milpitas event. He explained the connection to economic development and indicated they were recruiting restaurants and asked the Commission for suggestions on how to make the event more successful.

Tiernala also reviewed the requirements to participate in the City's 4<sup>th</sup> of July parade and encouraged the Commission to be involved.

**Motion:** Chairman Brahmbhatt and Commissioner Nguyen will develop an idea about how the Commission could participate in the 4<sup>th</sup> of July event and report back at the next meeting.

M/S: McDonough/Maglalang            Ayes: All            Absent: Songcayawon

## **IX. Unfinished Business**

### **1. Economic Strategic Plan**

Kathy Studwell, Applied Development Economics, indicated the Commission's action is to forward the draft Economic Strategic Plan (Plan) to the City Council with a recommendation. Ms. Studwell reviewed the plan and described the six proposed goals.

Commissioner Peoples noted that the report doesn't say the goals are prioritized and suggested that some of the data used may be too old to be useful. Ms. Studwell responded that the job data is from 2002 and is the most currently available without conducting an expensive survey. She indicated that there probably hadn't been that many significant changes since 2002 and that there was no other more recent and credible information available at the city level. There was further discussion regarding the usefulness of older data.

Ms. Studwell clarified that 1.3 workers per household referenced in Appendix D was an index created by her firm to assess housing affordability. The information indicates that Milpitas has the most affordable housing of the surveyed cities.

Commissioner Peoples indicated he would like to see more analysis with the data provided. Chairman Brahmhatt described a relative's search for housing in Milpitas. He noted they found more expensive rental apartments in Milpitas. He also noted he agreed that Milpitas needs more Class A office space.

Commissioner Maglalang indicated that the report did not specifically address the permit process as a strength or weakness. He emphasized the importance of incorporating the permit process into the report. Ms. Studwell indicated the permit process come under Goals 5 and 6. She described the importance of personal contact by the City to develop and sustain positive relationships with the business community.

Commissioner Maglalang noted that a review of a customer feedback process for City services is not specifically mentioned in the report. Studwell suggested a strategy be added to insure the permit process is not a disincentive. Commissioner Maglalang stated that staff needs to recommend incentives for the permit process such as including the development of an online permit process as a strategy.

Commissioner Peoples described his personal experience and positive impressions of the Milpitas building department and the permit process. He also discussed the absence of professional services in town. He stated that the goals need to be prioritized and the Plan needs to provide strong, clear direction for the City to implement effectively.

Richard Ruth, audience, reminded the Commission that the census data contained in the report is effective because it is simply benchmark indicators. He also suggested that the Plan's findings specific address the need for quality housing. Commissioner Nguyen and McDonough indicated that the goals should be prioritized to help simplify the document and make it easier to implement. Commissioner Peoples discussed how businesses are welcomed to the City and the role the City and Chamber of Commerce can play to maintain relationships with existing businesses. He also described the funding philosophy and methodology for the Redevelopment Agency.

Commissioner Nguyen talked about business outreach. There was discussion regarding setting up a mixer, the need for support resources, and using a "mixer" event to introduce businesses to the new Economic Development Manager and to meet the City Council.

There was discussion regarding the review process for the Plan. It was suggested that the Commission's old subcommittees meet and review the report and that the Commissioners append a signature page to the document sent to the City Council. It was agreed that the Commission should emphasize the Plan is a tool. There was discussion regarding how the Chamber of Commerce could use the Plan.

Mayor Esteves described the Implementation Plan as an outline of how the goals will be met and will include a cost estimate. He also discussed the importance of addressing the needs of education and quality neighborhoods. He questioned if we need to discern if government services are an issue for residents. Ms. Studwell noted that government incentives to businesses are not necessarily beneficial to the community. Mayor Esteves asked if the Chamber of Commerce's proposal for visitor bureau services is needed. He noted he agreed with the observation that more analysis of the data is needed in the Plan.

Chairman Brahmhatt directed staff to continue discussion of the Plan to the May 9 Commission meeting.

## **2. Transient Occupancy Tax**

There was consensus on the Commission to continue the discussion of the Transient Occupancy Tax to the May or June meeting.

## **X. Adjournment**

The Chairman adjourned the meeting at 8:18 p.m.

Respectfully submitted,  
Cynthia Maxwell, Principal Analyst